

Yahoo! Mail

Reviewer's Guide

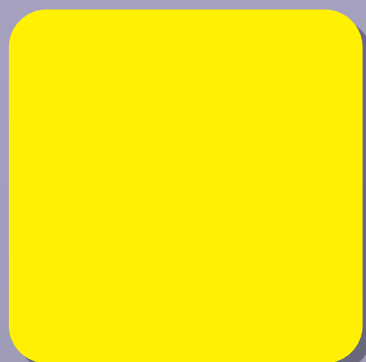
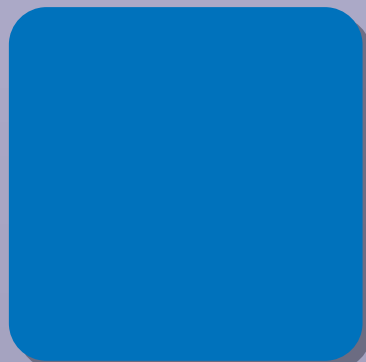
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Yahoo! Mail
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I. Leadership

Yahoo! Mail is the No. 1 web-based e-mail service.

- Yahoo! Mail is the No. 1 e-mail service in the country in terms of unique users according to comScore Media Metrix and Nielsen//NetRatings.
- 93% of Yahoo! Mail consumers are likely to recommend this service to others according to a Yahoo! internal survey (March 2004).
- People most commonly choose Yahoo! Mail as their primary e-mail account — more than other e-mail services including AOL, MSN Hotmail and Earthlink (Forrester, April 2003)

"Yahoo! Mail stands hand and shoulders above the other free Web-based services we've tested. Its features and ease of use are superior." (CNET Editor's Choice Award, August 2004)

Yahoo! Mail has received third-party awards and accolades, further underscoring Yahoo! Mail's leadership position in the market.

CNET Editor's Choice Award, August 2004

- "For its ease of use and wealth of features, plus its newly expanded in-box, Yahoo Mail is our pick for the best free Web mail service."
- "More storage space is the icing on the cake for the easy-to-use, feature-rich Yahoo Mail."

The Messaging Technology Report, The Radicati Group, July 2004

- "Unlike Google, Yahoo! Mail offers a wide-range of features, including calendaring, notepads and a host of e-mail options."
- "Yahoo! Mail's anti-spam features offer numerous, highly effective methods of stopping spam."

Checking out E-mail for Cheapskates, Wall Street Journal, Walter Mossberg, August, 2003

- Of the four services that we tested, Yahoo! had the best mix of features and ease of use. Its overall layout seemed to be the best organized and easiest to navigate and we like its antispam options better.



II. Market Overview

E-mail has emerged as an essential means of correspondence for consumers and businesses worldwide.

- E-mail remains the undisputed online activity of choice reaching 97 percent of online households and 78 percent say that e-mail is important in their lives (Forrester, June 2004).
- E-mail users around the world agree that the loss of e-mail would be worse than losing TV or radio (Yahoo! Mail survey, May 2004).
- Radicati Group estimates there are 564 million e-mail users worldwide (Radicati, January 2004).
- Research conducted by Yahoo! shows that as e-mail continues to become an essential way of life, the leading issues concerning the average consumer include: **e-mail management, security** and **privacy**.



Life Management Tool

Today, e-mail is much more than a communication tool. It has developed into an important life management tool. People continue to use e-mail to stay in touch with friends, family and colleagues, but they also use it to store important information and share attachments, like photos and music. As e-mail takes on a greater role in peoples' lives, they are looking for more effective ways to manage their inboxes. And Yahoo! Mail continuously enhances its service to ensure we're meeting peoples' e-mail needs. Yahoo! currently offers useful e-mail management features such as ample storage levels, fast search capabilities, the ability to consolidate accounts and the industry's most powerful spam-filtering.



Security and Privacy

Consumers have identified security and privacy as their top concern in e-mail. Spam in e-mail continues to annoy consumers, and in fact, people around the world agree that spam is more stressful than traffic jams (Yahoo! Mail survey, May 2004). Industry experts predict that 70 percent of all e-mail messages will be spam by 2007 (Radicati Group, Feb. 2003) and 68 percent of Internet users in the U.S. consider spam an abuse of privacy (eMarketer, Feb. 2003). With spam being a leading concern, people are looking for easy and effective ways to solve this problem and Yahoo! Mail is addressing this by combining industry-leading spam-filtering technology and spam-fighting tools.

Viruses have also compromised the e-mail experience. People around the world are knowledgeable about viruses and nearly two-thirds of people rely on their e-mail provider to protect them (Yahoo! Mail survey, May 2004). Yahoo! Mail provides powerful protection from viruses by scanning all in-bound and out-bound attachments, and prohibiting the transmission of attachments if a virus is detected.

III. Yahoo! Mail Features

Spam Fighting / Security Tools

■ **Powerful SpamGuard:**

Yahoo! Mail features SpamGuard, a proprietary, system-wide filtering technology that automatically detects and directs unsolicited bulk mail to the Bulk Mail folder. SpamGuard consistently filters more than 95 percent of spam.

■ **Block HTML Graphics:**

E-mail users have the ability to prevent HTML images from loading until they know the images are safe to view.

■ **Block Addresses:**

People can block messages from up to 100 unwanted e-mail addresses or domains.

■ **Customized Filters:**

People can rely on up to 15 filters to automatically sort incoming mail into designated folders or forward e-mail to a mobile device while on the go.

■ **"This is spam" link:**

People can easily report e-mail abuse to Yahoo! by clicking the "This is spam" button. All reports are monitored by Yahoo! and are used to further enhance SpamGuard's filtering technology.

■ **Message Views:**

In order to manage your Inbox, Yahoo! Mail Message Views allows people to select how they view the messages they receive in their inbox.

■ **Virus Protection:**

Yahoo! Mail scans all inbound and outbound attachments for viruses. If a virus is detected, Yahoo! Mail protects consumers by not allowing the attachment to be uploaded or downloaded. Yahoo! Mail Plus users also have the option to clean viruses.

Storage, Management and Personalization Features

■ **More than enough storage:**

With 250 MB of free storage, people can keep thousands of e-mails, documents, photos and more. In addition, the Trash and Bulk Mail folders do not count against storage limits.

And with a message size limit to 10 MB, people can send and receive multiple attachments at once - including photos, presentations and more.

■ **AddressBook:**

Yahoo! Mail is fully integrated with Yahoo! AddressBook, giving people easy access to important contact information.

■ **Import and Export E-Mail Addresses:**

To consolidate addresses, people can import contacts from Microsoft Outlook, Palm Desktop, Netscape AddressBook or a Yahoo! CSV. People can export contacts as well.

■ **Calendar:**

People can easily save important events and activities from Yahoo! Mail to Yahoo! Calendar, synchronize their calendar with Outlook, Palm, or other wireless devices, set up reminders, and more.

■ **Automatic responses:**

To stay in touch, people can send automatic responses via Yahoo! Mail while they are away on business or vacation

■ **File viewing:**

To save time or prevent viruses, Yahoo! Mail allows people to view file attachments without opening or having the associated software.

■ **Instant alerts:**

So people never miss an e-mail, Yahoo! Mail sends an e-mail alert to people via Yahoo! Messenger when new messages are delivered.

■ **Intellisync:**

Using Intellisync, consumers can synch Yahoo! Calendar, To-Do List, AddressBook, and Notepad data with a Palm device, Microsoft Outlook, ACT!, or Lotus Organizer to help better manage essential information.

■ **Signature:**

To personalize e-mail, Yahoo! Mail allows people to attach a custom signature to their outgoing messages.

■ **Switch between full/brief headers:**

People have the option to see the full message headers on individual messages, which is useful in tracking delivery information and identifying spammers.

■ **Address AutoComplete:**

AutoComplete automatically suggests contact matches from AddressBook as the first few letters of the name or e-mail address are typed into the To/Cc/Bcc fields of the e-mail message.

IV. Test Recommendations

Yahoo! has provided a 16-step guide to using Yahoo! Mail. What follows is our recommendation for how to become familiar with Yahoo! Mail's many features:

1

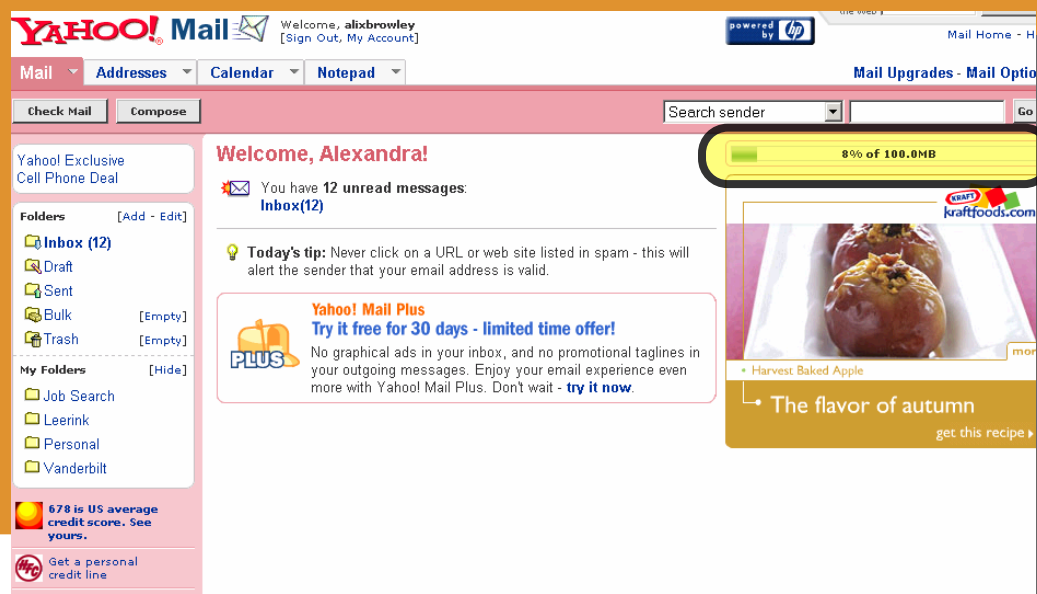
Register for a Yahoo! Mail free account by going to <http://mail.yahoo.com> or contact Yahoo! for a test account.

2

Once your Yahoo! Mail account is activated, go to <http://mail.yahoo.com> and enter your Yahoo! ID and password.

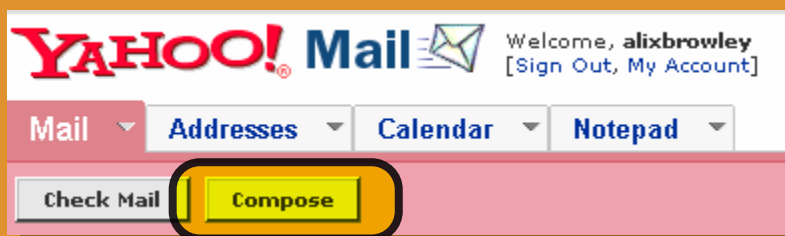
3

After you log in, you are greeted by a welcome page. You will also see a storage bar at the top-right side of the screen that indicates how much space you have left in your inbox.



4

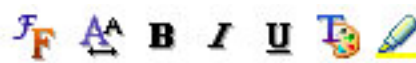
Towards the top, left corner, click on "Compose" to begin drafting a new e-mail.



Yahoo! Mail gives you various options to format and personalize an e-mail, including:



cut, copy and paste e-mail text



various font tools, including font face, size, bold, italicize, underline, text color, and text highlights



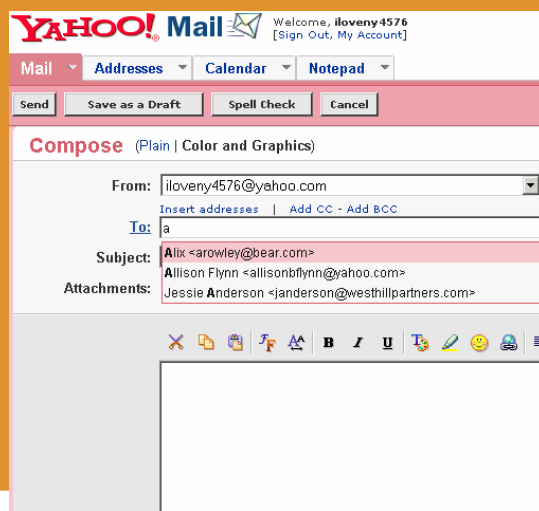
insert an emoticon or face to express emotion and personality in the e-mail



text alignment, bullets and indentation tools

5

Can't remember an address? If it's in your Yahoo! AddressBook, just enter the first few letters of the address or nickname and Address AutoComplete will finish it for you.



6

If you'd like to send attachments it's as easy as clicking on the "Attached Files" link. Yahoo! Mail does not limit the number of attachments, as long as the message size is within the 10 MB size limit. Yahoo! is committed to protecting you from viruses and scans all attachments for harmful viruses. If a virus is detected, Yahoo! Mail will help ensure your safety by preventing the attachment from being uploaded or downloaded.

Compose (Plain | Color and Graphics)

Insert addresses | Add CC - Add BCC

To:


Subject:

Attachments:

7

Yahoo! Mail has fast and easy search capabilities so you can quickly retrieve important e-mails. Towards the top, left hand corner of the screen, you will see a button that reads, "Search Mail." Click this button and type in key words.

Yahoo! My Yahoo! Mail

YAHOO! Mail  Welcome, **iloveny4576**
[Sign Out, My Account]

Mail | Addresses | Calendar | Notepad

Search Mail [[Advanced Search](#)]

Find messages that contain:

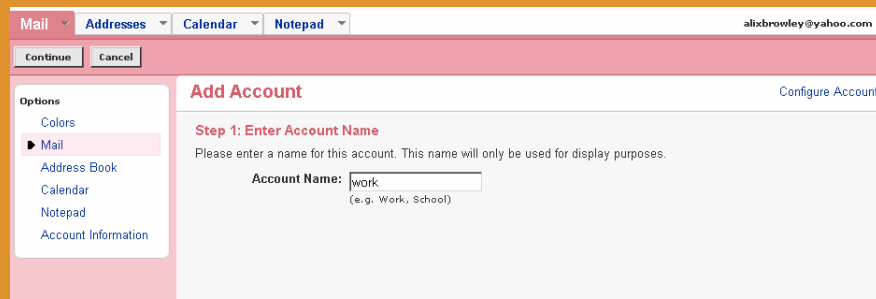
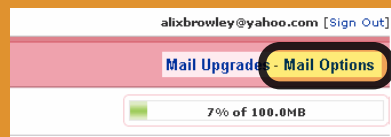
☒ Search subject and sender only
☐ Search entire message

Look in:

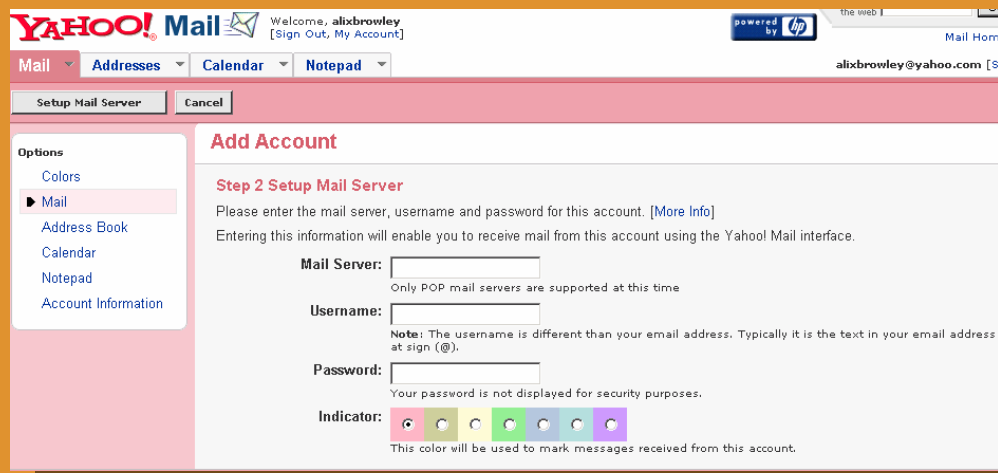
☐ All Folders
☒ Folder:

8

Yahoo! Mail enables you to retrieve mail from all your other POP accounts into your Yahoo! mailbox, giving you one centralized place to manage all of your e-mail. An account with POP access is one that you are able to access through an external email client such as Outlook, Eudora, or Netscape Mail. To set this up, click the "Mail Option" link on the top right hand side of your screen. Under Mail Management, click "Mail Accounts." From this page, you can click "Add" to enter an account name (i.e., school, work).



At this point, enter your POP mail server name. If you don't know it, contact your system administrator for help. Enter your user name and password. Please note: The user name is different than your e-mail address. Typically it is the text in your e-mail address before the "@" symbol. Your password is whatever you use to access your external mail account. Select an indicator color to mark messages received from this account. Click the "Add Account" button. Your account is now added.

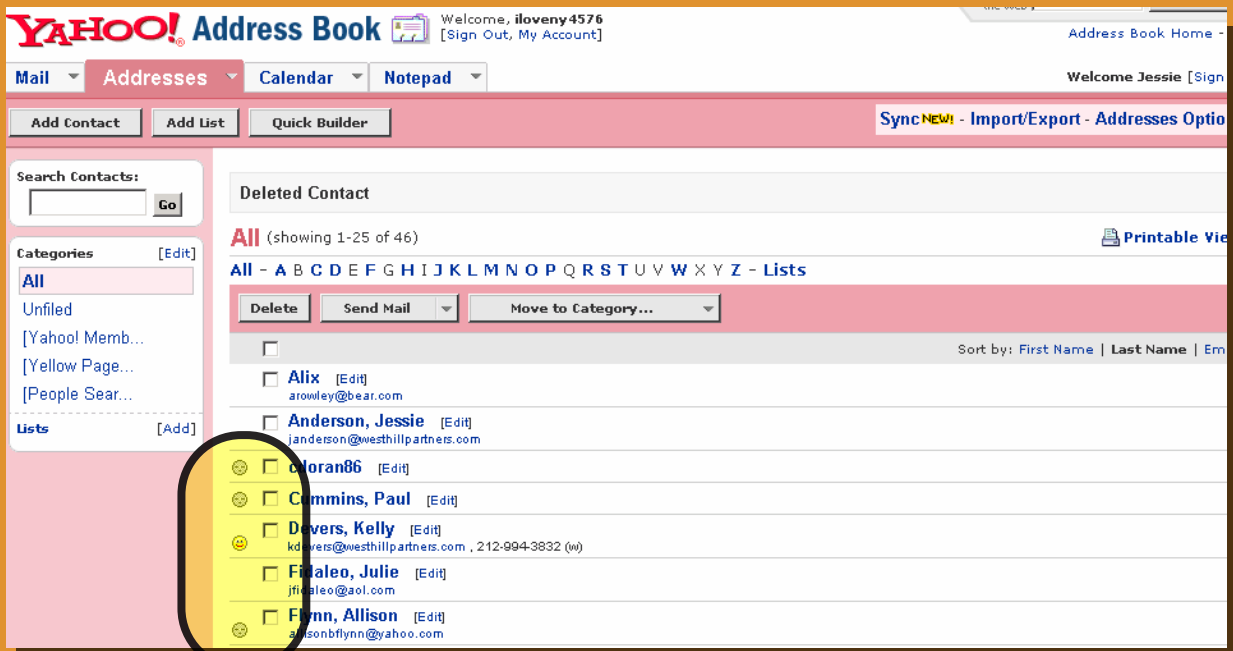


In order to help protect your privacy and prevent unauthorized use, Yahoo! Mail will confirm the e-mail address you provided by sending a verification message to that address.

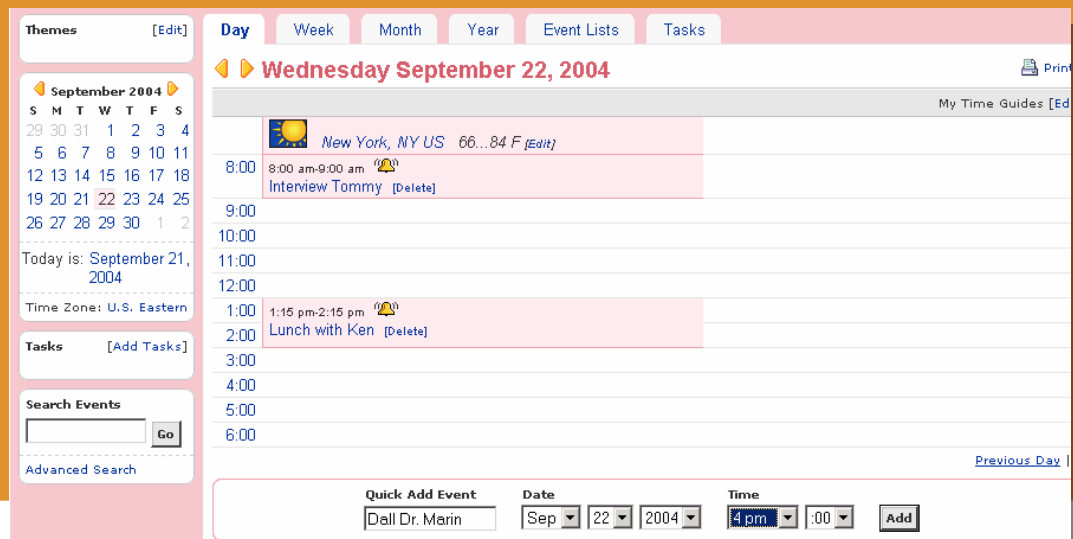
9

Yahoo! Mail is seamlessly integrated across the Yahoo! network. Your contact list of friends is linked with your online calendar and address book.

Click on Addresses on the top of the Mail page to begin creating an e-mail list of friends, family and colleagues, which will be saved for easy access when composing a new e-mail message. A yellow smiley face or a gray face will signify your friends' online/offline presence.



Then, click on Calendar to input important events and activities, which can be e-mailed to selected recipients.



10

Yahoo! Mail allows you to import and export addresses into your Yahoo! AddressBook so you can have all your addresses in one place. To do this, go to the Yahoo! AddressBook tab on the top left-hand side of your screen. If you have not added contacts to your AddressBook, you will receive the "Welcome to Yahoo! AddressBook" screen below. If you have contacts in your AddressBook your contacts will appear as shown below.

Welcome to Yahoo! Address Book

Yahoo! Address Book is a great way to store and access information about your friends, family, and co-workers from anywhere.

Here are four ways to help you get started adding people:

- Add a New Contact**
Access this information from Mail, Messenger, Companion, Maps, and Phone Card.
- QuickBuilder**
If you use Yahoo! Mail, Yahoo! can add contacts by automatically searching your saved mail messages.
- Sync with Your PDA**
Synchronize your contacts between Yahoo! Address Book and other personal information managers, such as Outlook and Palm.
- Import Your Contacts from Another Application**
Yahoo! Address Book supports files exported from Outlook, Outlook Express, Netscape, and Palm Desktop. Likewise, you can export your Address Book to these applications.

Import/Export

All (showing 1-3 of 3) [Printable View](#)

Search Contacts:

Categories [Edit]

- All
- Family
- Friends
- Unfiled
- [Yahoo! Memb...
- [Yellow Page...
- [People Sear...

Lists [Add]

Quick Add Contact [Move to the Top of the Page]

First Name	Last Name	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>
Phone	Nickname	
<input type="text"/>	<input type="text"/>	<input type="button" value="Add"/>

Click on the highlighted line "Import Your Contacts from Another Application" or click on the "Import/Export" link on the top right-hand corner of the AddressBook screen and follow the instructions for importing to and exporting from one of the four platforms highlighted:

Import and Export

Import

- Choose a program to import contacts from:
- Go to that program (application) and export the appropriate records.
(refer to the Help section on right)
- Specify the file to import:
- Press Import Now to Import the file:

Help importing from:

- Outlook Express
- Outlook 97/98/2000
- Palm Desktop
- Netscape Address Book
- Yahoo! CSV

Warning: Importing data may cause duplication with existing contacts in your address book. You may wish to consider deleting all contacts from your address book.

11

Intellisync for Yahoo! is a downloadable program that allows you to sync your Yahoo! Calendar, To-Do List, Address Book, and Notepad data with your Palm device, Microsoft Outlook, ACT!, or Lotus Organizer. If you change the same record in multiple places, synchronization allows you to automatically reconcile the differences and take the most recent change or to manually reconcile the differences. To do this, go to the Yahoo! AddressBook tab on the top left-hand side of your screen

The screenshot shows the Yahoo! Mail Address Book interface. At the top, there are tabs for Mail, Addresses, Calendar, and Notepad. Below these are buttons for Add Contact, Add List, and Quick Builder. A red circle highlights the 'Sync' link in the top right corner. The main area displays a list of contacts under the 'All' category, with options to delete, send mail, or move to a category. A 'Quick Add Contact' form is visible at the bottom.

Click on the highlighted "Sync" link on the top right hand corner of the screen and follow instructions for syncing.

Intellisync for Yahoo!

[Help with Sync]

It's the only FREE service that keeps your address book and calendar in sync between your favorite email applications. With Intellisync for Yahoo! you can:

- Back up critical email addresses and contacts from your desktop computer to Yahoo! for safe keeping.
- Access your work calendar from home or on the road.
- Have your schedule and contacts with you on your PDA.
- Save time - make a change once and Intellisync for Yahoo! makes the update everywhere!

Yahoo! Calendar
Yahoo! Address Book
Yahoo! Notepad

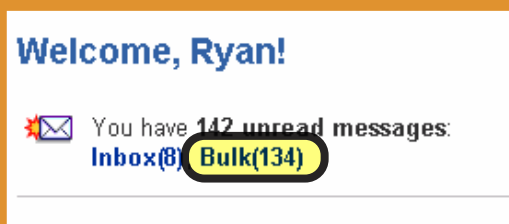


Outlook
Outlook Express
Palm OS Handhelds
Pocket PC Handhelds
Lotus Organizer
ACT!

Intellisync for Yahoo! has been updated to support even more applications!
Works with Outlook 2003, Outlook Express 6.0, Pocket PCs, ACT! 2000 and 6.0, Lotus 6.0

12

As a Yahoo! Mail user, you have the benefit of Yahoo!'s industry leading anti-spam tools. The SpamGuard filtering technology radically reduces the amount of spam received in your Inbox by automatically directing unsolicited bulk mail to your Bulk Mail folder. As a new user, your Bulk mail folder will be created the moment you receive your first piece of unsolicited bulk mail.



SpamGuard is automatically activated and can be deactivated by clicking on the Bulk Mail folder and selecting the Turn SpamGuard ON/OFF option. You can choose to have these messages deleted immediately, after 1 week, 2 weeks or Yahoo! Mail will automatically delete them after 30 days.

Spam Protection


Step 1 of 3: Spam Filter

SpamGuard is ON [[Turn SpamGuard OFF - What's this?](#)]

Yahoo! Mail will deliver suspected spam to your Bulk mail folder and delete the messages after one month. You can change this default setting here.

For messages SpamGuard identifies as Spam:

- ☐ Immediately delete these messages upon receipt
- ☒ Save these messages in the Bulk Folder for 1 month

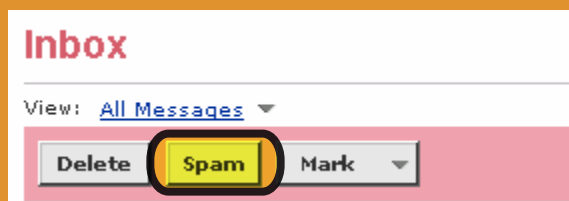
 To help SpamGuard identify spam more effectively:

- Report spam that was delivered to your Inbox or one of your personal folders using the **Spam** button
- Report messages you want in your Inbox that were delivered to your Bulk folder using the **Not Spam** button

Get even more powerful spam protection with **SpamGuard Plus** [Upgrade to Yahoo! Mail Plus](#)

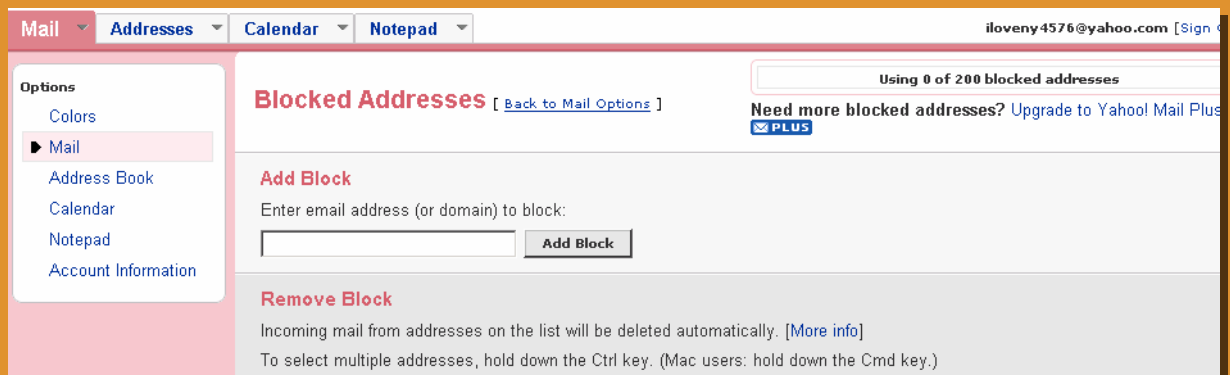
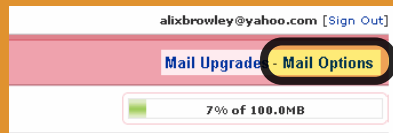
In the unlikely event that you receive spam in your Inbox, you can report it by simply clicking on the "This is spam" button found both at the top of your inbox and in the message itself.

Every time you report spam, you are helping Yahoo! to further enhance the SpamGuard filtering technology.

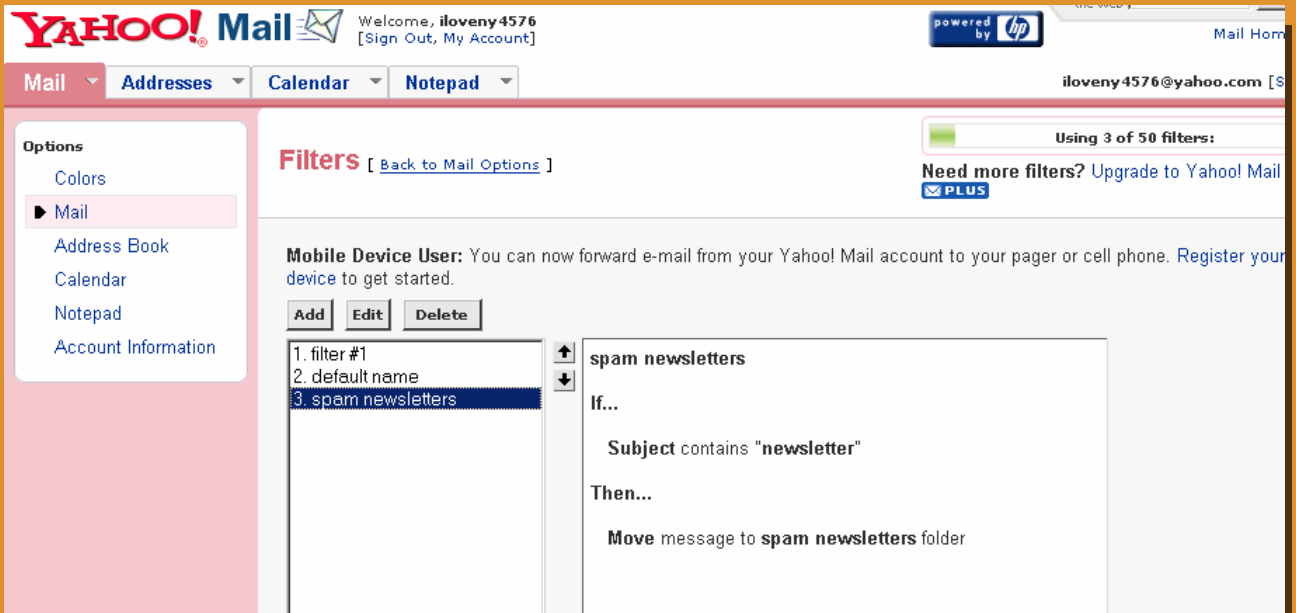


13

Further bolstering your protection from spam, Yahoo! Mail allows you to block addresses from up to 100 e-mail addresses (or domains) of your choice. Simply go to the "Mail Options" link to set-up block addresses.



Yahoo! Mail also provides 15 filters to further help divert spam. Filters can be customized based on information in the header, To/cc header, subject line or body of the e-mail. Go to the Mail Options link to setup customized filters.



14

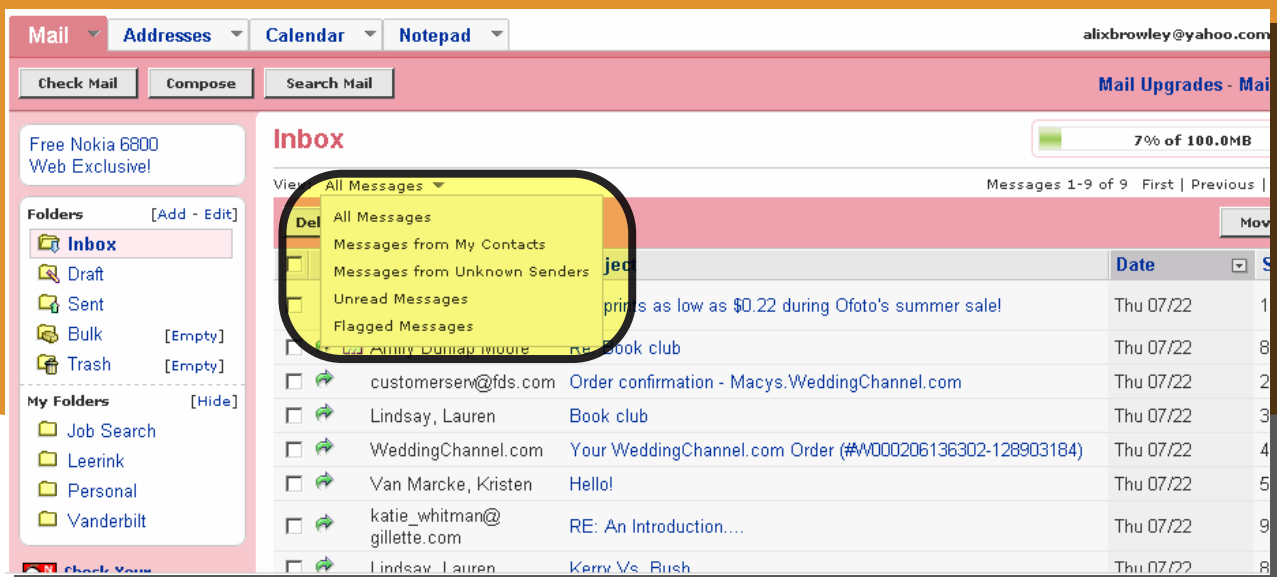
To protect against potentially offensive images you have the ability to block HTML graphics from being downloaded automatically. To turn this feature on, go to "Mail Options," select "Spam Protection," scroll down to security and select the "Block HTML graphics option."

Image Blocking

- ☐ Don't block any images
- ☐ Block images in messages that SpamGuard thinks are spam
- ☒ Block all images until I've had a chance to look it over

15

In order to help manage your Inbox, Yahoo! Mail Message Views allows you to select how you view messages.



16

Take Yahoo! Mail With You

Yahoo! Mail allows you to send and receive e-mail while on the go, to help you stay connected and informed at all times. To see if your phone is compatible with Yahoo! Mail, go to <http://mobile.yahoo.com/maildemo>.

To access Yahoo! Mail on your phone, follow the instructions below, based on your carrier:

Sprint: Start the Web Browser on your phone and go to the Sprint mobile internet home page. Select "Portals" and then "Yahoo!"

AT&T Wireless: Start the Web Browser on your phone and go to the AT&T Wireless mobile internet home page (also known as mMode). Select "Browse Websites," then select "AOL/Yahoo!" and then the "Yahoo!" option.

Cingular: Start the Web Browser on your phone and go to the Cingular 'Express' mobile internet home page. Select "More" at the bottom of the page, then "Yahoo!" at the top of the next page.

T-Mobile: Start the Web Browser on your phone and go to the 'T-Zones' mobile internet home page. Select "communities" and then "Yahoo!"

Verizon Wireless: Go to the Verizon Wireless mobile Internet home page. Select "Portals/Directories" and then "Yahoo!"

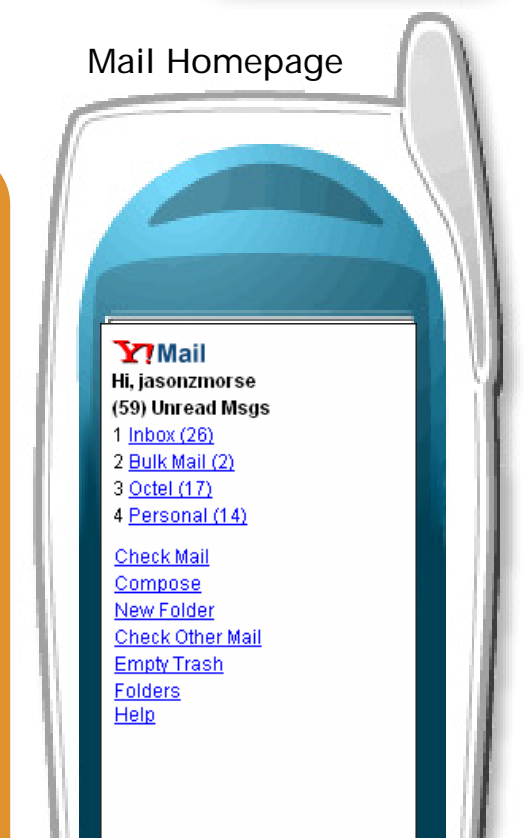
Other Mobile:

- 1) Start the Web browser on your phone.
- 2) Select the "Go to URL" or "Open new link" option using the "Menu" or "Options" softkey on your phone.
- 3) Enter <http://mobile.yahoo.com/mail> using your phone keypad and press OK or GO.
- 4) You'll see the Yahoo! page, ready for you to enjoy.
- 5) Add Yahoo! to your mobile bookmarks using the "Options" or Menu" softkey.

E-mail Alerts

By simply registering your mobile device with Yahoo!, you can set up and begin receiving Yahoo! Mail Alerts. Go to <http://mobile.yahoo.com/learn/mail> and click on Set up Mail Alerts.

Mail Homepage



E-mail message





Thank you for reviewing Yahoo! Mail. You have now concluded the Yahoo! Mail Reviewer's step-by-step guide. Please contact us with any future questions or concerns.